

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A memory readable by a computer device and to contain digital television signal for use in a digital television receiver for receiving program and system information protocol (PSIP) data about digital television (DTV) content, the memory being organized to contain a data structure comprising: from a broadcast transmitter, the digital television signal comprising a PSIP table, wherein the PSIP table comprises:

an information type descriptor including an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream ~~extra information associated with a virtual channel or an event in a DTV data stream~~; and

an extended information descriptor including an information expected usage field that includes a first field describing an expected usage of the logo graphic ~~extra information~~, the expected usage including a display option of the logo graphic ~~extra information~~.

2. (Currently Amended) The memory digital television signal of claim 1, wherein each of said information type descriptor and said extended information descriptor further includes:

a descriptor tag field; and

a descriptor length field.

3. (Currently Amended) The memory digital television signal of claim 2, wherein said descriptor tag field has a value of 0xC9 for said information type descriptor and a value of 0xC8 for said extended information descriptor.

4. (Canceled)

5. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein the code included in the information type identification field characterizes said logo graphic ~~extra information~~ as one of:

- a GIF-formatted image file;
- a JPEG-formatted image file;
- a TIFF-formatted image file;
- an ASCII text file;
- an HTML-formatted text file;
- an XML-formatted text file;
- a basic audio formatted file having a .au file extension;
- an MPEG-formatted audio file;
- a WAV-formatted audio file;
- an MPEG-formatted video file;
- a Quicktime-formatted video file;
- an AVI-formatted video file; and
- a user-defined formatted file.

6. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said information type descriptor further includes:

- an information description length field; and
- an information description text field.

7. (Currently Amended) The memory ~~digital television signal~~ of claim 6, wherein said information description length field identifies a length of said information description text field.

8. (Currently Amended) The memory ~~digital television signal~~ of claim 6, wherein said information description text field includes text that characterizes said logo graphic associated with the broadcaster or the source of the event in the DTV data stream ~~extra information associated with a virtual channel or an event in a DTV data stream~~.

9. (Currently Amended) The memory ~~digital television signal~~ of claim 8, wherein said information type identification field includes a code description corresponding to said text description in said information description text field.

10. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said extended information descriptor further includes:

- an information location length field; and
- an information location text field.

11. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said information expected usage field further includes:

a second field that describes said logo graphic ~~extra information~~ as being an advertisement or not; and

a third field that describes a location on a display screen where said creator of said extended information descriptor anticipates that a representation of said logo graphic ~~extra information~~ should be positioned.

12. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said first field describes said logo graphic ~~extra information~~ as one of:

- undefined so as to have no expected usage;
- extended event, extended programming guide (EPG) information that is to be displayed during an EPG display when an event is selected;
- extended event selected information that is to be displayed when an event is selected;
- extended channel EPG information that is to be displayed during an EPG display when a channel is selected;
- extended channel selected information that is to be displayed when a channel is selected;
- and user-defined information.

13. (Currently Amended) The memory ~~digital television signal~~ of claim 10, wherein said information location length field identifies a remaining length of said extended information descriptor as determined by said information location text field.

14. (Currently Amended) The memory ~~digital television signal~~ of claim 10, wherein said information location text field includes a string of text that is interpreted as a universal resource locator (URL).

15. (Currently Amended) The memory ~~digital television signal~~ of claim 14, wherein said URL is a reference to a data program within said DTV data stream or data external to said DTV data stream.

16. (Currently Amended) The memory ~~digital television signal~~ of claim 15, wherein the external data is from the world wide web (WWW).

17. (Currently Amended) The memory ~~digital television signal~~ of claim 15, wherein said data program within said DTV data stream is referenced with a path beginning as
dtv:/

or, said data from the world wide web (WWW) is referenced with a path beginning as
http://

or

http://www.

18. (Currently Amended) The memory ~~digital television signal~~ of claim 1, further comprising a link between said an information type descriptor and at least one of a virtual channel table (VCT) and an event information table (EIT).

19. (Currently Amended) The memory ~~digital television signal~~ of claim 1, further comprising a link between said extended information descriptor and at least one of a virtual channel table (VCT) and an event information table (EIT).

20. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said first field describes said logo graphic ~~extra information~~ as being at least one of:

intended to be displayed during a displaying of an EPG; and

intended to be displayed independently of a displaying of an EPG.

21. (Currently Amended) The memory ~~digital television signal~~ of claim 11, wherein said third field describes said location as being one of:

undefined so as to have no expected location;
in the background relative to information of greater priority on said display screen;
the upper left quadrant of said display screen;
the upper right quadrant of said display screen;
the lower left quadrant of said display screen;
and in the lower right quadrant of said display screen.

22. (Currently Amended) A method to generate program and system information protocol (PSIP) data about digital television (DTV) content, ~~said PSIP data including at least one PSIP table as defined in claim 1~~ the method comprising:

generating an information type descriptor including an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream;

generating an extended information descriptor including an information expected usage field specifying an expected usage of the logo graphic, the expected usage including a display option of the logo graphic; and

generating at least one PSIP table including the information type descriptor and the extended information descriptor.

23-26. (Canceled)

27. (Currently Amended) A method to generate an extended programming guide (EPG) display about content in a digital television (DTV) stream of data packets, said method comprising:

receiving said DTV stream of data packets, said stream containing at least one program and system information protocol (PSIP);

recognizing an information type descriptor and an extended information descriptor within said PSIP table, wherein the information type descriptor includes an information type

identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in the DTV stream of data packets ~~extra information associated with a virtual channel or an event in the DTV stream of data packets~~, and the extended information descriptor includes an information expected usage field which includes a first field describing an expected usage of the logo graphic ~~extra information~~, the expected usage including a display option of the logo graphic ~~extra information~~; and

generating said EPG display as a function of at least one of the code included in the information type identification field and the expected usage described in the first field.

28-32. (Canceled)